Table 5. Brands Where TITL #34 Tar Results are Lower than PM Advertised Results (mg/cigt.)

	QA 1991 Year Average	QA 1991 Specification Tar	Recomm.* Tar Targets	Philip Morris Advertised Tar	TITL Market Sample #33	TITL Market Sample #34	TITL Market Sample #34 Rounded
Alpine Lts KFMHP	10.0	10	10	10	9	9.3	9
B & H 100FSP	16.2	16	16	17	16	16.2	16
B & H Ment 100FMSP	16.0	16	16	16	16	15.4	15
B & H Lts 100FHP	10.5	11	11	11	11	10.3	10
B & H Lts 100FSP	10.6	11	11	11	10	10.3	10
B & H Lts Ment 100FMSP	10.7	11	11	11	10	10.2	10
B & H De-Nic KFHP	8.5	9	9	9	NL	8.2	8
Bristol Full Flavor 100FSP	16.0	16	16	16	NL	15.3	15
Bristol Lts KFSP	10.4	11	11	11	NL	10.2	10
Bristol Lts Ment KFMSP	10.3	11	11	11	NL	10.1	10
Bristol Lts 100FSP	10.6	11	11	11	NL	10.1	10
Bucks Lts KFSP	11.2	11	11	11	NL	10.1	10
Cambridge Lts 100FSP	12.0	12	11	12	12	10.9	11
Cambridge Lts Ment 100FMSP	12.1	12	11	12	11	11.1	11
Cartier 10's Ment 100FMHP	9.2	9	9	9	8	8.2	8
Cartier 20's 100FHP	9.0	9	9	9	8	8.4	8
Commander RNFSP	19.5	19	20	24	22	22.0	22
Marlboro KFHP	16.1	16	16	17	16	15.8	16
Marlboro KFSP	16.0	16	16	17	16	15.6	16
Marlboro 100FHP	16.3	16	16	17	16	16.0	16
Marlboro 25's KFSP	NL	NL	16	17	16	16.3	16
Marlboro Lts Ment 100FMHP	9.7	10	10	10	9	9.4	9
Marlboro Lts 100FSP	10.9	11	11	11	10	10.0	10
Merit KFSP	7.8	8	8	8	7	7.5	7
Merit Ultra Lts 100FHP	6.1	6	6	6	6	5.3	5
Philip Morris International 100FHP	16.7	16	16	17	17	16.2	16

PM3001014929

Source: https://www.industrydocuments.ucsf.edu/docs/jpkk0001

Table 5. continued

	QA 1991 Year Average	QA 1991 Specification Tar	Recomm.* Tar Targets	Philip Morris Advertised Tar	TITL Market Sample #33	TITL Market Sample #34	TITL Market Sample #34 Rounded
Philip Morris International 100FMHP	16.4	16	16	17	17	16.5	16
Players KFHP	12.1	12	12	12	11	11.3	11
Players Ment KFMHP	12.3	12	12	12	11	10.9	11
Players Lts 25's 100FSP	12.4	12	11	12	11	11.2	11
Saratoga 120FHP	15.1	15	15	15	15	14.4	14
Saratoga Ment 120FMHP	14.8	15	15	15	14	14.2	14
Virginia Slims Lts 100FHP	9.1	9	9	9	8	8.1	8
Virginia Slims Lts Ment 100FMHP	9.2	9	9	9	8	8.3	8
Virginia Slims Lts Ment 120FMHP	14.2	14	6	14	13	13.3	13

NL = Not Listed

*** = Recommended PM Tar Targets**

PM3001014930

Source: https://www.industrydocuments.ucsf.edu/docs/jpkk0001